

Distribution Assessment - Picket Fence Creamery Analysis

Your task is to analyze Picket Fence Creamery in regards to its distribution process and reaching their customers and end users of their products. Your key outcomes of the analysis include: Analysis of Current Distribution Channels and then recommend changes to the channel of distribution that would make Picket Fence not only more effective in reaching the end user but utilizing their resources to make the business more profitable. Demonstrate your work in any format.

Distribution Assessment Requirements

1.) Analyze Picket Fence Creamery's current channels of distribution, considering all products, in answering the questions before Distribution Occurs.

- Where and when will the product will be produced, sold and used?
- What characteristics of the products will affect distribution - Quantity, Size, Packaging, etc..? Explain the impact.
- What special physical handling is necessary during the distribution process?
- Who will be responsible for each of the distribution activities

2.) Describe 3 **Channels of Distribution** that are used in getting the product from Picket Fence to the end user?

- For each channel of distribution, identify **the channel members** involved and explain if the channel is direct or indirect (**Provide a Visual**)

- For each Channel Member, describe the **roles** that they play in assisting the producer getting its products to consumers. **Be Specific**

3.) In each channel of distribution identified in step 2, **explain the exchange(s)** that occurs when the product moves from **each** channel member to the next. (***Purchase, Transfer, Storage, Selling, etc..***)

4.) Describe the transportation process within the channel of distribution. Include the following:

- What forms of transportation are used and explain for what purpose?
- What packaging/tools are used in the process? Explain their role.
- Are there any special handling requirements? Explain the impact on the business
- What adjustments are made for product quantities, product assortment, intermediary locations and the difference between the timing of consumption and the production of the products.

5.) Is Picket Fence Creamery focused on Exclusive, Selective, or Intensive Distribution? Explain with supporting examples and references to the intermediaries used to reach the end users.

6.) Put together a **short presentation** that addresses the following items. (Use visuals, diagrams, or other supports to communicate your suggestions.

- Identify a major problem that you see within their channels of distribution and develop a solution to improve the issue you identified with sound reasoning and support. Demonstrate your learning by communicating the changes made to the channels of distribution. **Explain/show** how the channel of distribution changes will improve and make the business more profitable/effective in reaching its consumers.

- Identify a new channel of distribution that you feel would be a great way for Picket Fence to reach their target market more effectively. Describe the intermediaries, the roles played, exchanges that would occur, transportation needed and how it will handle problems that could occur. (Include a visual to demonstrate the new channel in action.